

BLADES

1977-78 SEASON
LEAGUE DIVISION TWO

Bolton Wanderers

SATURDAY, 14th JANUARY

Kick-off 3.0 p.m.

Volume 9, Number 15

PRICE 15p

OFFICIAL MATCH-DAY MAGAZINE OF SHEFFIELD UNITED

Westfield offers you the 10p & 25p scheme

providing the best value for money when it is most needed i.e. £21.00 or £49.00 per week when in hospital. Plus outstanding grants towards hospital out-patient visits, Spectacles, Dentures, Dental Treatment, Surgical Appliances, Home Helps and Consultation Fees. Recuperation Grants Convalescent Benefits. Your Dependants are also covered for certain grants by your membership. Apply now for details or ask your Employer (over 2,000 Firms operate the Schemes).

CAN YOU AFFORD NOT TO JOIN?

Westfield House, 87 Division Street, Sheffield S1 1HT

Telephone 29521

OF SHEFFIELD
Bentleys

**VAUXHALL-BEDFORD
MAIN
DEALERS**



**FORTHE BEST VALUE IN
NEW AND USED CARS**

NEW VEHICLE SALES

SAVILE ST. TEL: 29281

USED CAR CENTRE

ST. MARYS RD. TEL: 29403

NEW AND USED CARS

CROSSPOOL TEL: 667911

**COACH HIRE with
NATIONAL**



Miles more for your money around
Britain and the Continent

GIVE US A TRY - WE TRY HARDER

For details contact our EXPERTS in the
Coach Hire Department,
Travel Centre, Pond Street,
SHEFFIELD S1 2BD Telephone 78881

Unitedites

FOR ALL YOUR INSURANCE
REQUIREMENTS CONTACT

BLAKEY INSURANCE BROKERS

130 INFIRMARY ROAD, SHEFFIELD S6 3DH

Telephone: 737121

Incorporated Life Assurance & Mortgage
Brokers

OFFICIAL
CONTRACTOR TO
SHEFFIELD UNITED
FOOTBALL CLUB
LIMITED

Before the game consult

Jack Archer
athletic outfitter

SPECIAL DISCOUNTS TO CLUBS & SCHOOLS

JACK ARCHER, 90 BRAMALL LANE, SHEFFIELD S2 4QZ. Telephone 20593

VIEWPOINT

Unfortunately, we are out of the Cup, at the first hurdle, for yet another year. It is very disappointing for all of us because, apart from the financial side, a good Cup run can stimulate everybody. We were all looking forward to the game. The conditions were ideal, and a good crowd, all obviously hoping for a good entertaining match, particularly after the Tottenham game.

What a disaster to be four goals down after eighteen minutes' play, and during this period having missed a penalty and a shot cleared off the goal-line. If we had scored with those two chances, we might have made a game of it. However, it was not to be and the longer the game went on the more Arsenal were able to dominate the game. A sad day for us all, because we were beaten, so convincingly, by a far superior team on the day. I am sure they will go all the way to Wembley on that display.

Back to League football and we welcome Bolton Wanderers as our visitors today. They are having a very good season and are looking, at the

moment, one of the teams most likely to get promotion. They have had a very consistent run up to the New Year. We are looking forward to the game today, and I hope we can get a good result.



Cecil Caldwell



Registered Office:
Bramall Lane, Sheffield S2 4SU
Tel: 0742 738955/6/7

President:
Richard Wragg, M.Inst.B.M.

Vice-President:
Maurice Board, J.P., F.C.A.

Board of Directors:

John Hassall, Chairman
Albert Jackson, J.P., F.R.I.C.S.,
Vice-Chairman
Richard Wragg, M.Inst.B.M.
Frank Melling, Dip. Arch.,
F.R.I.B.A.
George Price, M.I.Min.E., C.E.,
F.G.S.
Ken Lee, J.P.
Professor Frank O'Gorman,
M.R.C.P., F.R.C.S., F.R.C.O.G.
Alan Laver
Albert Bramall

Life Members:

A. H. Connell, M.A., LL.B.
L. Lewis, F.C.A. F. R. Atkin
J. W. Sterland, O.B.E., LL.D., J.P.

Team Manager:

Company Secretary:
Keith E. Walker

Commercial Manager:
Derek Dooley

Magazine Editor: Harold Martin

Design and Print:
J. W. Northend Ltd.

Photographs: Pete Scholey

Purchasers of this programme automatically become members of S.U.D.A. or B.L.I.S. The views expressed by independent contributors are not necessarily the views of Sheffield United Football Club Ltd. © Sheffield United F.C. 1978

The Ball

has been kindly donated by



CHARLES JACKSON & SONS LTD.
Potato Merchants
20 Parkway Market
Sheffield Tel: 40256

Service with a smile makes
your journey worthwhile
especially a
journey to

BRAMALL'S GOLD ROOM

where quality
jewellery costs less!

Come and pay us a visit.
The ideal place if you need a
present for a birthday or
anniversary

HERRIES RD. SOUTH, SHEFFIELD S6 1QG

Telephone: 344852

opposite the Sheffield Wed. Football Ground

TOP OF THE LEAGUE

VW/AUDI 1977 DEALER OF THE YEAR - GILDERS

Make it
your deal of the year at

GILDERS



BANNER CROSS, SHEFFIELD. Phone 66844

Well Saved

Yorkshire Bank offers so many different ways of saving. For people who want to put a little by each week for holidays, Christmas, special occasions ... for those who want to feel good knowing they have money to fall back on ... for people who want to save regularly for long term security ... and for those with a lump sum they wish to invest wisely.

Whatever your reason for saving, you'll find Yorkshire Bank has a scheme best suited to your needs. All branches open late one night each week.



Yorkshire Bank
Friendliness. We built a bank on it.

PRITCHETT'S PIECE

Watching was a privilege



Well, that was the Cup that was. There have been enough inquests and broken hearts about the events of last Saturday so I won't embarrass anyone further, save to say that in some ways it was a privilege; a privilege to see a great team at the peak of its power, playing positive, attacking football from the start and getting its reward.

So many Cup teams travel away from home with an obsession not to lose that, even though we in Sheffield were on the receiving end, it was a joy to see gifted, attacking players given the freedom to do their own thing. Can English football, said to be the poor relation of Europe, really be that bad when we can field club sides of the strength Arsenal showed?

And how about Ireland? With so many brilliant Irish stars in the Highbury line-up, Ireland, too, must be optimistic. Strange, isn't it, how the discovery of young talent runs in cycles.

One recalls that marvellous crop at Bramall Lane when people like Badger, Birchenall and Jones and others all bloomed together. At Arsenal they have a wonderful harvest in Brady, Rix, Stapleton, O'Leary and others.

No doubt, like me, you will watch Arsenal's progress in the Cup and League with renewed interest. I am pretty sure in my own mind that today's Arsenal team is as good as the one which did the double in 1971, but time will tell.

Even before the Cup-tie, I tipped Arsenal as the team to upset my beloved Nottingham Forest and win the League and I still think they might. They have been installed as Cup favourites and no wonder. So many good sides have fallen already: Liverpool, Leeds, Aston Villa, Coventry, Bristol City from the First Division and more will go in the fourth round.

So much goes on the luck of the draw and one is inclined to look with some envy on Stoke City who have been given a virtual bye into the fifth round with successive home ties against non-League opponents Tilbury and now Blyth Spartans.

Strange to see Stoke dismiss their manager, George Eastham, 48 hours after winning the tie. It's a hard world they live in; rewards are high, very high, but so are the risk factors.

Last Saturday was memorable in many ways; memorable for Carlisle's wonderful show against Manchester United; for Rotherham's last-minute failure to win over Millwall and for one big surprise win, Bristol Rovers at Sunderland.

Rovers had not won an away match all season and

Sunderland, traditionally, are one of the most difficult sides in the division to beat at home as no doubt we shall discover when we go north to Roker next week.

Saturday also failed to bring the television clash that intrigued us. The rival networks had made much of the return of David Coleman and there was some interest in his style compared with that of the impeccable Brian Moore on the commercial channel. The BBC, in the lunchtime radio show, had a Coleman-Moore talk-in but industrial action put a stop to the BBC plans and ITV had it all to themselves. In any event, but for the lamentable riots at Leeds, BBC would hardly have had the material to compete with the five-goal show from Bramall Lane or the surprise 4-2 verdict of Chelsea over Liverpool. It was ITV's day . . . just as it was Arsenal's day.

As for the Leeds affair, one must not pre-judge it but authority has an opportunity here to show that it means business. We may envy Leeds their success but the problems this success has brought with it are making the Elland Road club a bit notorious.

Don Revie used to resent criticism of alleged strong arm methods of his players over the years and now Leeds, as a club, have to live with the reputation of having some of the worst supporters in the land.

When one recalls the European Cup riots in Paris and the shambles that followed a vital League match with West Brom. some years ago, this latest example is a savage blow to the game's fabric.

At Sheffield, they should have been grateful to Alan Thompson of the 'Express' for his kind mention that, whilst Leeds fans were rioting because their side was 2-0 down, the people at Bramall Lane took a 5-0 defeat in the Cup without temper or trouble.

There was, of course, an element of problem for the police with the crowd, but nothing to interfere with the smooth flow of the match and as far as United's players are concerned, they should be congratulated on taking a beating like sportsmen. No one likes being overwhelmed and humiliated but, as far as I can remember, there was not one nasty moment in the match. Supremacy got a bang in the second half but carried on and showed no resentment at the baiting he got from some parts of the Kop. Still, playing that well on a ground on which he has failed in the past, he could afford to be good humouredly generous.

Today is Bolton's turn and what splendid games we have had with Ian Greaves's team in the past. Last season they won a terrific match here on a slippery pitch and United, in turn, went to Lancashire and pipped them.

Earlier this season the teams put on a brilliant display and we lost almost in the last minute. You will recall that Bolton beat Spurs at the death in the League some weeks ago and also pulled back from defeat in the Cup in the 87th minute last Saturday. Seems to prove that they keep going to the end.

I make no secret of the fact that I want Bolton to go up. They have a fine club, a grand side and a popular manager. They could withstand defeat today and still make it and I'll settle for that.

by Star & Green'Un Sports writer, Tony Pritchett

VISITORS-LINE-UP

Bolton Wanderers F.C.

Bolton went to the top of Division Two at the start of the season and they have stayed there apart from 1st October when they were overtaken by Brighton and Spurs. They failed by a point to gain promotion last season, needing three points from their last two games, but they were beaten 1-0 at home by Champions Wolves and finished in fourth place.

They had boosted their promotion-hunting squad on 10th March when they paid Sunderland £30,000 for midfield player Ray Train only a few minutes before the transfer deadline. England Under-21 international Peter Reid, another midfielder, waited until late in August before signing a new contract and, at the same time, striker Garry Jones, who had a spell on loan at Bramall Lane, was put on offer together with Alan Waldron and Brian Smith. Just after the end of last season, Bolton gave a free transfer to former Scottish international Hugh Curran, who cost £40,000 from Oxford in September, 1974. He had two knee operations and returned to Manor Road in July, being given three months in which to prove his fitness.

Skipper Paul Jones, their centre back, had to go into hospital for a cartilage operation on 18th August and was replaced by 21-year-old Mike Walsh. Jones headed two goals in their 6-3 thrashing of Cardiff City last month and his absence earlier in the season was a blow which the team overcame with credit. An Under-23 and Full international, Jones, now aged 24, joined a number of colleagues who had recently suffered serious cartilage injuries, including Garry Jones, John Ritson, Steve Taylor, Mike Carter and Craig Moores. In October, Frank Worthington, who has eight England caps, moved from Leicester City for a record £90,000 fee after having been at Burnden Park on loan for a month. The 28-year-old striker was signed on a permanent basis after scoring two goals in a minute against Mansfield on 15th October.

Five years ago Bolton manager Ian Greaves was the Huddersfield boss and Worthington was a player with whom he had many arguments. But Worthington has said that was in the past and he is anxious to justify the faith placed in him. Another striker, Taylor, went to Oldham Athletic for £40,000 and made his debut for them on 15th October. He scored 20 goals last season in spite of his

cartilage operation. With Worthington cup-tied, 17-year-old Chris Thompson, from Walsall, was brought in for the home League Cup third round tie against Peterborough ten days later. Utility player Andy Clements, aged 22, was signed by York City in November for an undisclosed fee.

This season Bolton have been sponsored by a £12,500 injection of cash from a local soft drinks firm, the players making appearances at certain events over the next two years. Mr. Greaves said sponsorship was now a vital part of professional football. Rotherham United goalkeeper, Jim McDonagh, joined Bolton on a month's loan at the start of last season and was signed for £10,000 as cover for Barry Siddall. But with Siddall's transfer to Sunderland he went into the first team and stayed

there, keeping out Terry Poole who came from Huddersfield for £25,000.

Throughout their long and eventful history—they were original members of the Football League—one thing has eluded Wanderers, the First Division Championship. Between 1911 and 1933 they had an unbroken spell in Division One. They were there again from 1935 to 1964 and in 1970-71 dropped into Division Three for the first time in their history, staying for two years and returning with the Third Division title. Four times they have won the FA Cup. This time they intend to make sure of returning to the premier division. They have worked hard and efficiently and feel that success is within their grasp.

After being on a month's loan at the start of last season, goalkeeper **Jim McDonagh** was signed from Rotherham United for a £10,000 fee. He came as cover for Barry Siddall but gained a regular place when Siddall moved to Sunderland.

Defender **Peter Nicholson**, who came from Blackpool in the 1971 close season for a small fee, has been described as a fantastic bargain. Can play anywhere in defence, full-back or midfield.

Eire international **Tony Dunne** played most of his career with Manchester United and was a member of their European Cup-winning side. Long-serving player **Roy Greaves** recently had a Testimonial. Born at Farnworth, near Bolton. Plays midfield.

Under-23 and Full England international **Paul**



Jones was an ever-present last season. He scored two goals against Cardiff City last month.

Since coming into the side in 1975 **Sam Allardyce**, who joined Wanderers straight from school, has held a regular place. Born in Dudley.

After starting his career with Burnley **Willie Morgan** moved to Manchester United for a big fee. He returned to Burnley and was signed by Bolton two seasons ago. Scottish international, member of last World Cup squad. Striker **Neil Whatmore** topped the Second Division scoring chart last season with 31 goals in League and Cup. Another scorer against Cardiff.

Manchester-born **Mike Walsh** has scored for the first time this season. Usually a defender. Merseyside supplied **Peter Reid** from school. Was in the Under-21 side last season and toured Scandinavia with the national side. A record signing from Leicester City, **Frank Worthington** joined in October for £90,000. Began at Huddersfield. England international. Only minutes before last season's transfer deadline **Ray Train** was signed from Sunderland for £30,000. Was previously with Carlisle.

A £25,000 fee brought **Terry Poole** from Huddersfield Town last season but he still had to make his first team debut when this season began, owing to McDonagh's consistency.



Back row, left to right: Jones, Taylor (now Oldham), Greaves, Ritson, Walsh, Smith.
Middle row: Waldron, Poole, Whatmore, Allardyce, McDonagh, Nicholson.
Front row: Dunne, Train, Clements, Jones, Reid, Morgan, Thompson.

Did you know . . .

that today's visitors, Bolton Wanderers, were one of the original members of the Football League when it was founded in 1888

J.W. Northend Limited

49 WEST STREET · SHEFFIELD · S1 3SH · Telephone 730341



NEWS & ACTION

Back to what is called the "bread-and-butter", playing in the League in further pursuit of precious points which mean so much, rather than the more glamorous excitement of the Cup with its "quick death" for one club or the other. But after the thrills of a fortnight ago, when we made such a tremendous recovery against what seemed impossible odds, we re-enter the points battle confident in the knowledge that our team has the ability to do well even though things look black.

There is no doubt Tottenham have a good footballing side and after that game their manager, Keith Burkinshaw, was full of praise for the manner in which we came back. He also said that we had played well in that first game of the season when we lost 4-2 at White Hart Lane and that the result was not a true reflection of the play. A most pleasing feature of our 2-2 draw was the number of spectators present. The attendance of 31,207 was the best since 17th January, 1976, when 31,255 saw us play Liverpool in the First Division. It was even better than the FA Cup third round tie with Newcastle United on 8th January last year which was watched by 30,513. Our ground takes on a different atmosphere when the crowds roll up. We re-emphasise the advisability of getting here early.

We were pleased to see our former chairman, Mr. Leslie Lewis, back again. He joined us for a recent club function. Mr. Lewis came up from his home at Aust on the River Severn, near Bristol. He is still a director of Sheffield Refreshment Houses. When the television cameras focused on us at Boothferry Park on 31st December it was for the seventh time this season. We have appeared six times on ITV and once, at Brighton, on BBC. We trust our popularity will not wane. Viewers saw a good performance against Hull as they had in our previous appearance in the home game with Blackburn Rovers. Such play does our image a great deal of good.

Our Prize Bingo is still doing well. And there's some good news for those who buy tickets. As from 4th February there will be another £250 of prize money added to the total, but it will not cost you any more. Sales of tickets have gone up. We promised to increase the prize money and we shall continue to do this whenever possible. We shall be giving away more than £1,000 in prizes, though the price of the ticket remains at 10p. So you are getting more value for your money.

As we say, the response has been good and Mr. Dooley is pleased about it and, as usual, is looking for more agents. The annual functions for our agents will be on 29th and 30th March.

By the way, Mr. Dooley started these the first year he took over as Commercial Manager. It is an expression of appreciation from the club to the

agents for their efforts over the year. It is not one of many functions, but just one of the things we do.

There is the coach trip to the Cup Final for the agents, for example. The March functions enable us to invite all agents and their wives, husbands, etc., as the case may be, to the Phoenix Rooms at Rotherham, with more than 500 being present each night. The players also go along, so there is an opportunity to meet them. The commercial activities of any football club play a vital part in attracting revenue which is additional to gate money and without the agents it simply would not be possible to operate on such a scale. We like to show appreciation.

Today's visitors, Bolton, are making a strong bid for the Division Two Championship. When we met at Burnden Park in August and lost 2-1 we were beaten by a goal scored with almost the last kick of the game. It was the third game of the season and afterwards their manager, Ian Greaves, said some strangely prophetic words which, for a long time, seemed almost mockery. He declared that Sheffield United could be "in with a shout for promotion". Recent events have proved he may not be so far out after all!



Junior Blades News Spot

Hi kids!

To start our activities this year, we have a Quiz on the 19th January against Junior Millers. This will be at a Pea and Pie Supper at a cost of 30p and will commence at 7.30 p.m.

Now on to football. Our Under-16 squad have not had a match over Christmas, but are still in with a chance of winning the League. Our Under-13 squad had a good win on Sunday, 8-0; and our Under-12 squad played at the Ball Inn ground on the 4th January and won 6-1. We would like to thank Mr. Walker and all the United staff for their kind assistance and use of their facilities.

Let's hope that 1978 will see United back into the First Division. So come on, all you Junior Blades. Let's hear you cheering . . . "Up the Blades"!

by Harold Martin, with pictures by Pete Scholey



Arsenal's Willie Young and United's Eddie Colquhoun in a real duel during last week's Cup-tie.



Keith Edwards powers his way through a group of players in our game against Arsenal.

MATCH

Sheffield United

THE BLADES

- 1 Jim BROWN
- 2 John CUTBUSH
- 3 CLIFF CALVERT
- 4 Tony KENWORTHY
- 5 Eddie COLQUHOUN
- 6 John FLYNN
- 7 Alan WOODWARD*
- 8 Keith EDWARDS
- 9 Simon STAINROD
- 10 Gary HAMSON
- 11 Ian HAMILTON
- 12

Scorers



* Captain

Red, white, plus thin black vertical stripes; black shorts; white with red stockings

Bolton Wanderers

THE TROTTERS

- | | |
|-------------------|----|
| Jim McDONAGH | 1 |
| John RITSON | 2 |
| Peter NICHOLSON | 3 |
| Roy GREAVES | 4 |
| Mike WALSH | 5 |
| Sam ALLARDYCE | 6 |
| Willie MORGAN | 7 |
| Neil WHATMORE | 8 |
| Ray TRAIN | 9 |
| Peter REID | 10 |
| Frank WORTHINGTON | 11 |
| | 12 |

Scorers

White shirts; navy blue shorts; red with white stockings

At the Lane

FOOTBALL LEAGUE DIVISION TWO

STOKE CITY

SATURDAY, 4th FEBRUARY at 3.00

BRIGHTON

SATURDAY, 18th FEBRUARY at 3.00

CENTRAL LEAGUE

Bolton Wanderers Reserves

SATURDAY, 21st JANUARY at 3.00

Derby County Reserves

TUESDAY, 7th FEBRUARY at 7.30

Match Officials

Referee: Mr. B. MARTIN
(Keyworth, Notts.)

Brian Martin began refereeing in Lancashire before moving to the Midlands in 1959 and graduating via the Midland League. Past chairman of the Nottingham Referees' Society. He's a Group Personnel Manager.

Linesmen:

Red Flag, D. A. HOLLOWAY (Warley);

Orange Flag, G. W. PREECE (Brownhills)



CH-DAY

Scorecheck

Red Indicator

- A** Blackpool v Charlton Athletic
- B** Burnley v Stoke City
- C** Cardiff v Blackburn (2.45)
- D** Fulham v Bristol Rovers
- E** Hull City v Crystal Palace
- F** Luton Town v Oldham Athletic
- G** Mansfield Town v Southampton
- H** Millwall v Brighton
- J** Notts. Co. v Tottenham H.
- K** Orient v Sunderland
- L** Chesterfield v Port Vale (3.15)
- M** Rotherham Utd. v Oxford Utd.
- N** Newport v Doncaster (3.15)
- P** Swindon T. v Sheffield Wed.

Yellow Indicator

- A** Arsenal v Wolves
- B** Birmingham C. v Leeds Utd.
- C** Bristol City v Leicester City
- D** Coventry City v Chelsea
- E** Derby Co. v Nottm. Forest
- F** Everton v Aston Villa
- G** Ipswich T. v Manchester Utd.
- H** Manchester City v West Ham
- J** Newcastle U. v Middlesbrough
- K** Q.P.R. v Norwich City
- L** West Bromwich A. v Liverpool
- M** Carlisle Utd. v Tranmere R.
- N** Lincoln City v Bury
- P** Wrexham v Shrewsbury Town

League Position

FOOTBALL LEAGUE DIVISION TWO

	P	W	D	L	F	A	Pts
Tottenham H.	24	13	8	3	49	21	34
Bolton Wands.	24	15	4	5	39	23	34
Southampton	24	13	6	5	35	22	32
Blackburn Rovers	24	12	7	5	34	28	31
Brighton	24	10	8	6	33	25	28
Luton Town	24	10	6	8	37	26	26
Crystal Palace	24	9	8	7	36	31	26
Oldham Athletic	24	9	8	7	30	28	26
Sheffield United	24	10	6	8	38	39	26
Sunderland	24	7	10	7	38	35	24
Blackpool	24	9	6	9	32	30	24
Fulham	24	9	5	10	34	29	23
Charlton Athletic	23	9	5	9	36	39	23
Stoke City	24	8	6	10	26	27	22
Orient	24	6	10	8	25	27	22
Notts. County	24	7	7	10	31	38	21
Bristol Rovers	24	6	8	10	34	46	20
Hull City	24	5	8	11	22	27	18
Cardiff City	23	6	6	11	27	47	18
Mansfield Town	24	5	7	12	30	42	17
Millwall	24	3	10	11	20	34	16
Burnley	24	5	5	14	20	42	15

The Blades' League Position this season will be rewarded by Kirkby Central, who are sponsoring the Blades at £6 a point.

You can score with a Bedford from distributors who are really "on the ball".

Contact

KIRKBY CENTRAL LTD.,
Truck and Van Division,
Cross Roads Garage, Anston,
Sheffield, S31 7ES.

Telephone Dinnington 4311.

Kids

Join the Junior Blades

For information contact Keith Marriott,
 76 Richmond Park Crescent, Sheffield 13.
 Telephone 440034 (after 6.00 p.m.)

**E'S SAVED
ON YOUR
TYRES**

**SHEAF
TYRES**

ALL MAKES AND SIZES
SUPPLIED

FREE FITTING AT ALL
DEPOTS

ELECTRONIC WHEEL
BALANCING

PENISTONE ROAD NORTH
Sheffield 6 (opp. junction Claywheels Lane)
Tel. 331444

MARSTONE GARAGE
Totley Rise, Sheffield. Tel. 369977

DYCHE LANE
Coal Aston. Tel. Dronfield 412943

QUEENS ROAD
Sheffield 2. Tel. 26518

INFIRMARY ROAD
Depot now closed

Daily 9 a.m.-6 p.m.
Late Friday until 7 p.m.
Sunday 10 a.m.-4 p.m.
at Coal Aston and
Penistone Road North



Drive a Michelin
Take a great tread forward.

Sheffield Sports Stadium

PENISTONE ROAD, SHEFFIELD 6
(343074)

GREYHOUND RACING



every Friday and Saturday
commencing at 7.30 p.m.

The country sport
in the heart of the city

SMC

SALE



SHIRTS from 99p
JUMPERS from 99p
NYLON BOMBERS. from £1.95
TROUSERS from £1.95
JEANS from £1.95
SHOES from £2.95
JACKETS from £9.95
SUITS from £19.95

68 THE MOOR, SHEFFIELD
Telephone 28332



Keith Edwards weighs up a situation in a recent game

Saturday, 7th January, 1978

FA CUP THIRD ROUND

SHEFFIELD UNITED 0 ARSENAL 5

SHEFFIELD UNITED: Brown, Cuthbert, Calvert, Kenworthy, Colquhoun, Flynn, Woodward, Edwards, Stainrod, Hamson, Hamilton. Sub: Speight.

ARSENAL: Jennings, Rice, Nelson, Price, O'Leary, Young, Brady, Sunderland, MacDonald, Stapleton, Rix. Sub: Walford. Scorers: Stapleton (2), MacDonald (2), O'Leary.

Referee: K. H. Burns (Stourbridge).

Attendance: 32,156.

NORTHERN INTERMEDIATE LEAGUE

SHEFFIELD UTD. 0 ROTHERHAM UTD. 1

CENTRAL LEAGUE	P	W	D	L	F	A	Pts
Manchester City	24	16	4	4	58	21	36
Liverpool	25	16	4	5	53	26	36
Everton	25	13	9	3	31	22	35
Wolves	25	13	8	4	49	25	34
Leeds United	24	12	6	6	45	28	30
Nottm. Forest	24	13	4	7	46	31	30
Manchester Utd.	25	10	8	7	39	33	28
West Brom.	22	10	6	6	35	28	26
Derby Co.	24	10	5	9	32	28	25
Burnley	23	8	7	8	29	33	23
Blackpool	25	8	7	10	30	35	23
Stoke City	24	6	10	8	28	31	22
Coventry City	25	8	6	11	33	41	22
Huddersfield Town	25	6	7	12	28	32	19
Bolton Wanderers	24	6	7	11	29	38	19
Bury	24	6	6	12	30	42	18
Newcastle United	23	7	4	12	23	36	18
Aston Villa	22	5	7	10	15	21	17
Sheffield Wed.	22	7	2	13	19	33	16
Blackburn Rovers	22	7	2	13	22	44	16
Preston North End	22	4	7	11	24	37	15
Sheffield United	22	5	4	14	20	53	14

APPEARANCES AND GOALS TABLE

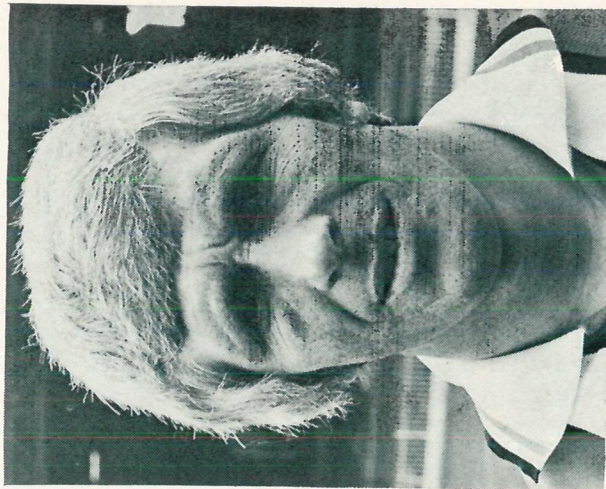
Our table shows United's League appearances and goals for this season and also the players' running totals of games and goals whilst with the club.

	1977-78 app.	gls.	Total app.	gls.
JIM BROWN	21	—	152	—
CLIFF CALVERT	17	2	39	2
BOBBY CAMPBELL	21	7	21	7
EDDIE COLQUHOUN	24	—	359	21
STEVE CONROY	4	—	4	—
JOHN CUTBUSH	24	—	37	—
KEITH EDWARDS	19	8	51	26
JOHN FLYNN	17	—	170	8
COLIN FRANKS	9	1	108	9
PAUL GARNER	3	—	99	2
IAN HAMILTON	19	6	54	13
GARY HAMSON	19	3	48	4
STEVE FAULKNER	—	—	14	—
TONY KENWORTHY	16	1	58	2
DENNIS LONGHORN	3	—	32	1
JOHN McGEADY	—	—	13	—
STEVE McKEE	—	—	4	—
MICK SPEIGHT	13	—	94	3
SIMON STAINROD	6	2	32	7
ALAN WOODWARD	23	7	515	153

12 HOME LEAGUE ATTENDANCES

Hull City	13,945	Bristol R.	13,177
Sunderland	17,994	Blackburn R.	17,888
Crystal Pal.	14,541	Orient	18,370
Southampton	13,109	Tottenham H.	31,207
Notts. Co.	12,495	Average	16,532
Burnley	14,151	Everton (FAC)	18,571
Fulham	16,741	Arsenal (LC)	32,156
Oldham A.	14,776		

Personal File



Full name: ALAN WOODWARD.

Birthday: 7th September.

Height: 5 ft. 9½ in. Weight: 12 st. 5 lb.

Wife's name: Aileen.

Children: Carol and Shaun.

Car: Morris Marina.

Team supported as a boy: Barnsley.

Favourite other player: Joe Shaw.

Favourite other sport: Fly fishing.

Biggest football thrill: Promotion to Division I.

Professional ambition: To win something.

FIXTURES 77-78			SCORE	ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	EIGHT	NINE	TEN	ELEVEN	TWELVE
Aug 20	Tottenham	4-2	Brown	Cutbush	Garner	Longhorn*	Longhorn*	Colquhoun	Franks	Woodward	Campbell	Edwards ¹	Hamson	Hamilton ¹	Speight*
23	Hull City	2-0	Conroy	Cutbush	Garner*	Speight	Speight	Colquhoun	Franks	Woodward	Campbell ¹	Edwards ¹	Hamson	Hamilton	Kenworthy*
27	Bolton	2-1	Conroy	Cutbush	Garner	Speight	Speight	Colquhoun	Franks	Woodward	Campbell	Edwards	Hamson	Hamilton	Kenworthy*
30	Everton LC2	0-3	Conroy	Cutbush	Kenworthy*	Speight	Speight	Colquhoun	Franks	Woodward	Campbell	Edwards	Hamson	Hamilton	Longhorn*
Sept 3	Sunderland	1-1	Conroy	Cutbush	Franks	Speight	Speight	Colquhoun	Kenworthy	Woodward	Campbell	Edwards ¹	Hamson	Hamilton	Longhorn*
10	Stoke City	4-0	Brown	Cutbush	Calvert	Speight	Speight	Colquhoun	Kenworthy	Woodward	Campbell	Edwards	Hamson	Hamilton*	Colquhoun*
17	Crystal Palace	0-2	Brown	Cutbush	Franks	Speight*	Speight*	Colquhoun	Kenworthy	Woodward	Campbell	Edwards	Salmons	Hamson	Hamilton*
24	Brighton	2-1	Brown	Cutbush	Kenworthy	Speight	Speight	Colquhoun	Flynn	Franks ¹	Campbell	Edwards	Salmons	Hamson	Stainrod
Oct 1	Southampton	3-2	Brown	Cutbush	Franks	Speight	Speight	Colquhoun	Flynn	Woodward	Campbell	Edwards ¹	Salmons	Hamson ¹	Calvert
4	Notts County	4-1	Brown	Cutbush	Calvert	Speight	Speight	Colquhoun*	Flynn	Woodward	Campbell ¹	Edwards ²	Hamson ¹	Salmons	Hamilton*
8	Mansfield Town	1-1	Brown	Cutbush	Calvert	Speight	Speight	Colquhoun	Flynn	Woodward	Campbell	Edwards	Hamson	Salmons	Longhorn
15	Burnley	2-1	Brown	Cutbush	Calvert ¹	Speight	Speight	Colquhoun	Flynn	Woodward	Campbell ¹	Edwards	Hamson	Hamilton	Longhorn
22	Millwall	1-1	Brown	Cutbush	Calvert	Speight	Speight	Colquhoun	Flynn	Woodward	Campbell	Edwards	Hamson	Hamilton	Kenworthy
29	Fulham	2-1	Brown	Cutbush	Calvert	Kenworthy	Kenworthy	Colquhoun	Flynn	Woodward	Campbell	Edwards	Hamson	Hamilton ¹	Longhorn
Nov 5	Blackpool	1-1	Brown	Cutbush	Calvert	Kenworthy	Kenworthy	Colquhoun	Flynn	Woodward	Campbell ¹	Edwards	Hamson	Hamilton*	Franks*
12	Oldham	1-0	Brown	Cutbush	Calvert	Kenworthy	Kenworthy	Colquhoun	Flynn	Woodward	Campbell ¹	Edwards*	Hamson	Hamilton	Speight*
19	Charlton	3-0	Brown	Cutbush	Calvert	Kenworthy	Kenworthy	Colquhoun	Flynn	Woodward	Campbell	Edwards	Hamson	Hamilton	Franks
26	Bristol R.	1-1	Brown	Cutbush	Calvert	Kenworthy	Kenworthy	Colquhoun*	Flynn	Woodward	Campbell	Edwards	Hamson	Hamilton ¹	Speight*
Dec 3	Cardiff City	1-6	Brown	Cutbush	Calvert ¹	Kenworthy	Kenworthy	Colquhoun	Flynn	Woodward	Campbell ¹	Edwards ¹	Hamson	Hamilton ¹	Franks
10	Blackburn	2-0	Brown	Cutbush	Calvert	Kenworthy	Kenworthy	Colquhoun	Flynn	Woodward	Campbell ²	Stainrod	Hamson	Hamilton ¹	Speight
17	Oldham	3-0	Brown	Cutbush	Calvert	Kenworthy	Kenworthy	Colquhoun	Flynn	Woodward	Campbell	Stainrod	Hamson	Hamilton	Speight
26	Orient	2-0	Brown	Cutbush	Calvert	Kenworthy	Kenworthy	Colquhoun	Speight	Woodward	Franks	Stainrod	Hamson	Hamilton	Edwards
27	Luton Town	4-0	Brown	Cutbush	Calvert	Franks	Franks	Colquhoun	Flynn	Woodward	Speight	Campbell	Kenworthy	Hamilton	Stainrod
31	Hull City	2-3	Brown	Cutbush	Calvert	Kenworthy	Kenworthy	Colquhoun	Flynn	Woodward	Edwards ¹	Stainrod ²	Longhorn	Hamilton	Franks
Jan 2	Tottenham	2-2	Brown	Cutbush	Calvert	Kenworthy	Kenworthy	Colquhoun	Flynn*	Woodward	Edwards ¹	Stainrod	Longhorn	Hamilton	Hamson ¹ *
7	Arsenal FAC3	0-5	Brown	Cutbush	Calvert	Kenworthy	Kenworthy	Colquhoun	Flynn	Woodward	Edwards	Stainrod	Hamson	Hamilton	Speight
14	Bolton														
21	Sunderland														
28	FAC4														

Home fixtures in **bold type** Home teams score given first Goalscorers names in **bold** * Denotes substitute used and substituted player

Weather permitting, we are to be entertained this afternoon by the

HOYLAND NETHER MAJORETTES

The idea of forming a troupe of majorettes was conceived in October, 1976. Following the formation of a committee, the task of recruitment began. The headmaster of the local comprehensive school offered training facilities on Friday evenings and then followed the job of raising money for uniforms. The majorettes are now able to field a 25-strong band. The majority of the brass section could barely blow their noses in August, 1977, let alone a trumpet! The band brings the total troupe strength

to 85 girls, their ages ranging from 7-14 years. The majorettes train under the direction of Mrs. Celia Gennard (Chairman) and the band is taught by Mr. Raymond Riggett.

The majorettes were formed to give the girls a sense of teamwork, pride and enjoyment in bringing pleasure to others, as it is hoped they do to Sheffield United supporters. Their first public appearance was in June, 1977, since which time they have appeared in many local galas and parades.

DEREK'S

DESK

BLADES TREBLE PRIZE MONEY

Prizes are as follows:

- ★ **First Prize £100**
- ★ **Second Prize £75**
- ★ **Third Prize £50**
- ★ **Plus over £200 in Consolation Prizes**
- ★ **Plus a free Weekly draw for a valuable gold-plated lady's/gent's wrist watch**
- ★ **Plus 3 x £5 Agents' Draw**

RESULTS FOR WEEK 49

1st PRIZE—AB/594
 Winner: Mrs. J. Bilson £100
 Agent 39: R. Godbehere £10
 50 Consolation Prizes at £1

2nd PRIZE—CK/776
 Winner: Mrs. L. Smith £75
 Agent 292: Mrs. I. B. Hyde £7.50
 49 Consolation Prizes at £1

3rd PRIZE—DJ/841
 Winner: A. Hopcroft £50
 Agent 162: T. Walker £5
 52 Consolation Prizes at £1

DRAW FOR WATCH—AP/081
 Winner: M. Hanson
 Agent 174: M. Viney

3 x £5 AGENTS' DRAW
 Agent 135: S. Taylor
 Agent 258: R. Cavell
 Agent 262: P. C. Crabtree

RESULTS FOR WEEK 50

1st PRIZE—AI/706
 Winner: D. Booth £100
 Agent 163: A. Bell £10
 50 Consolation Prizes at £1

2nd PRIZE—CR/848
 Winner: F. Ward £75
 Agent 401: H. Ward £7.50
 51 Consolation Prizes at £1

3rd PRIZE—AR/998
 Winner: Mrs. A. Allen £50
 Agent 57: B. Jessop £5
 49 Consolation Prizes at £1

DRAW FOR WATCH—CL/915
 Winner: R. Ferrecc
 Agent 287: R. W. Street

3 x £5 AGENTS' DRAW
 Agent 179: Mrs. M. Wales
 Agent 32: S. Wallis
 Agent 141: R. Reeves

be a member of our team — become an agent

Are you a DD man?

We are still requiring agents. Why not fill in this coupon and qualify for many privileges and bonuses. Then return it to Sheffield United Development Association, Shoreham Street, Sheffield S2 4SU, or telephone 27901.

I wish to become an agent for the Sheffield United F.C. Development Fund

Name

Address



help United and yourself — by becoming an agent

LANE SCRAPBOOK

VIN MATTHEWS

The visit of Bolton Wanderers reminds me that exactly 50 years ago, in that remarkable 1927-28 campaign, Sheffield United had a centre-half who was being hailed as the discovery of the season; yet, barely two years earlier, he had been given a free transfer by the Burnden Park club.

His name was Vin Matthews, and United had signed him for a small fee from Tranmere Rovers during the summer of 1927. As it happened, United made a poor start to the new season, and in early October Matthews was given his First Division baptism, replacing the long-serving Seth King.

Matthews took his chance so well that, after only a handful of matches, he was called up for an England trial game and, at the end of the first season at the Lane, he was named in the party for England's Continental tour. He gained two caps on that trip—against France in Paris, and against Belgium in Antwerp.

Standing six feet tall and tipping the scales at around 13 stones. Vin Matthews was a rugged performer who made full use of his height and weight. Born at Aylesbury, he started out with Oxford City and became a professional with Bournemouth. Bolton snapped him up in 1923 as a deputy and possible successor for their England centre-half, Jimmy Seddon; but, in 1925, he was allowed to leave.

It was after joining Tranmere Rovers that Matthews began to develop into a player of note. His colleagues there included Dixie Dean and Ellis Rimmer, who were also destined to play for England and enjoy outstanding success in top-class soccer. Centre-forward Dean moved to Everton, where he became a legendary figure; while Rimmer was to

star as a goal-scoring outside-left with Sheffield Wednesday.

Matthews spent four seasons at Bramall Lane, making more than 130 League and FA Cup appearances. The 1927-28 campaign was easily his most outstanding for he helped United enjoy a great FA Cup run which almost took them to Wembley.

That was the season when, despite a poor record in the League, United reached the semi-final and fought three epic ties with Huddersfield Town—in those days the best club side in the country.

Matthews was up against George Brown, a brilliant centre-forward, but in all three games the United man captured the honours. Of his performance in the first semi-final, at Old Trafford, the 'Sheffield & Rotherham Independent' said: "Matthews played the game of a lifetime: he was quite brilliant".

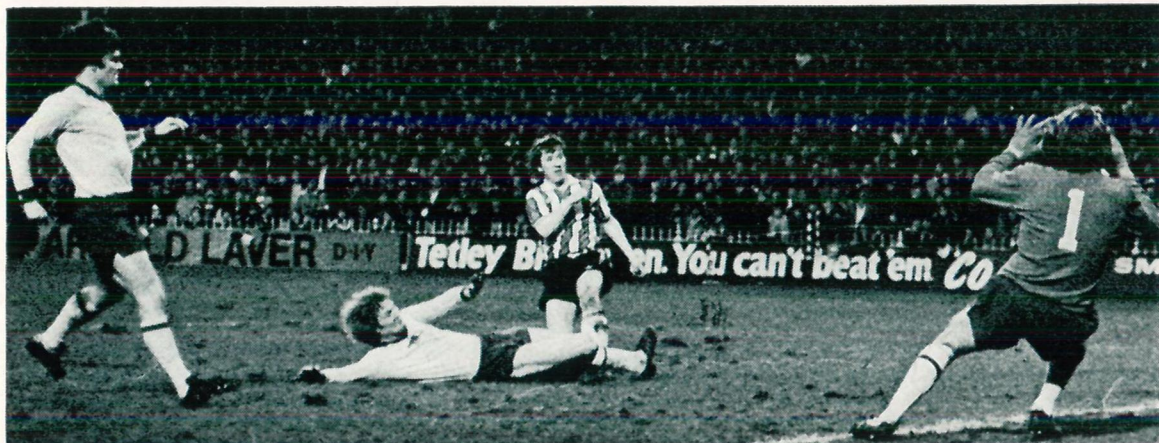
Those Cup performances were witnessed by the England selectors, and when England went and crashed 5-1 at home to Scotland's immortal Wembley Wizards, Matthews was the man chosen to replace the current centre-half—none other than Huddersfield skipper, Tom Wilson.

The 1927-28 campaign was not a happy one for Wilson, for Town went on to lose at Wembley—and they were pipped in the chase for the League Championship by Everton, for whom Matthews' old pal, Dixie Dean, scored a record 60 League goals.

After his great season, Matthews enjoyed two years as automatic choice as the Blades centre-half, but in 1931 he was displaced by a newcomer, Patrick Carrigan. In the summer of 1931 Matthews joined Shamrock Rovers. Later he had spells with Shrewsbury Town and Oswestry Town, being player-manager with the latter.

Eventually, he re-settled in Oxford, where he worked for Morris Motors. In his spare time he coached the works football team until 1948. He died in November, 1950.

Keith Farnsworth looks at United's history



Gary Hamson beats a defender's tackle but has his shot saved by Pat Jennings.

SPOTLIGHT

A marvellous match!

I would like to congratulate the Blades on their fantastic team display against Spurs.

It was a marvellous match, played with a great spirit and it was great to see Keith Edwards and Gary Hamson score the goals that really counted in the promotion chase.

Performances like that make you feel real proud to be a Blades supporter.

John Clarke,

84 Shireoaks Common, Shireoaks, Worksop.



Gary Hamson, scorer of our equaliser against Tottenham Hotspur.

Team of strikers?

Extract from a recent issue of a newspaper published in Majorca:

The 21 players of the Real Mallorca soccer team staged an overnight occupation of the club's locker-room to demand payment of their wages.

Armed with sandwiches, magazines and newspapers, the players of the Third Division club locked themselves in on Thursday night. According to the team's captain they are striking because the management broke its promise that all back pay would be settled by midnight on Thursday.

The players trained in the afternoon, went to their homes and returned to the Luis Sitjar Stadium at 10 p.m. on Thursday night. They were told the money was not there and although the club's president promised an early solution they decided to lock themselves in. The protestors said they would remain until the wages were forthcoming.

The captain said that they would continue to train and that they would probably play Sunday's scheduled match.

Yesterday a team secretary said the dispute had been settled, the protestors had ended their sit-in at midday and the wages had been paid.

We are indebted to Sheffield United shareholder Mr. John Owen for sending us this newspaper cutting from Majorca with the comment "And Cec Coldwell thinks he has troubles!"

The Lane Shop

Why not drop in after today's game and see the range of Sheffield United souvenirs, including scarves, stickers, patches, pens, photos, badges, rosettes, track suits, pennants, key rings, holdalls and many, many more.

THE LANE SHOP, JOHN STREET

45

each can be collected at the main entrance by the two ringed spectators pictured at a game at Bramall Lane.

Prize to be collected within 7 days



Make every game a home game

Have the Green'Un delivered



The House of Barrington

SPORTS OUTFITTERS AND EQUIPMENT

Official Suppliers to: **Sheffield United F.C.**,
Sheffield Athletics Club, Yorkshire Basketball Clubs,
Sheffield City S.C., Oak Street, S.C.
Discount to Clubs & Schools

379/381 ABBEYDALE ROAD, SHEFFIELD S7 1FS
Telephone (0742) 54126 or 585870

Typewriter Services

(SHEFFIELD) Telephone: Sheffield 25594

SMITH CORONA ELECTRIC TYPEWRITERS
FACIT ADDO TYPEWRITER SPECIALISTS

All classes of repairs on all types of machines.
Selection of new and used typewriters.
Ribbons, Carbons, Stationary, Printing &
Office Equipment.

TYPEWRITER HOUSE,
18A WELLINGTON ST.,
SHEFFIELD 1



Sheffield's finest Ford deal!

SERVICING

NEW
CARS

USED
CARS

FINANCE

PARTS
&
SPARES

TRADE-
IN

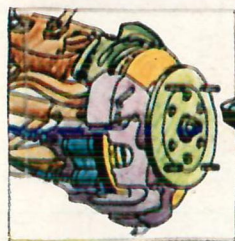
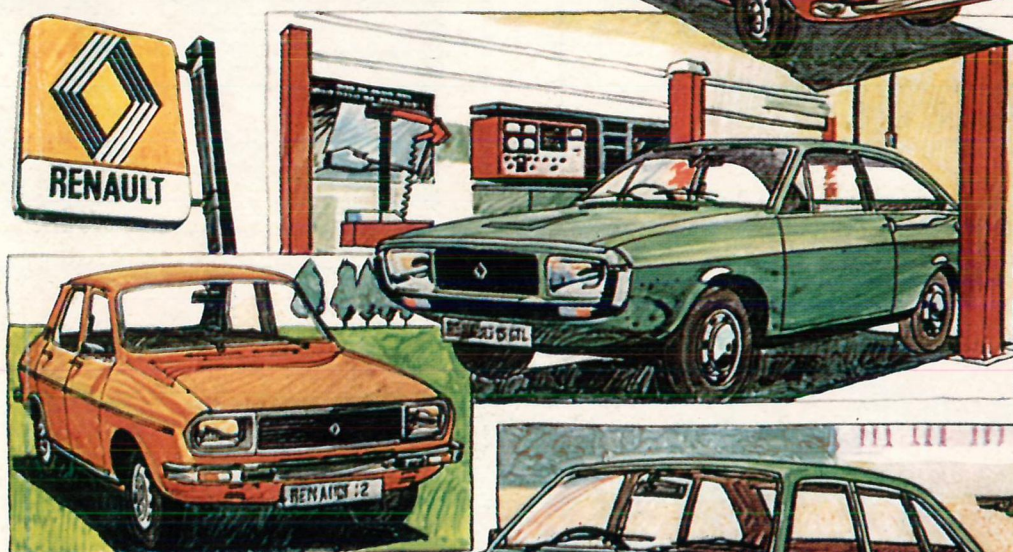
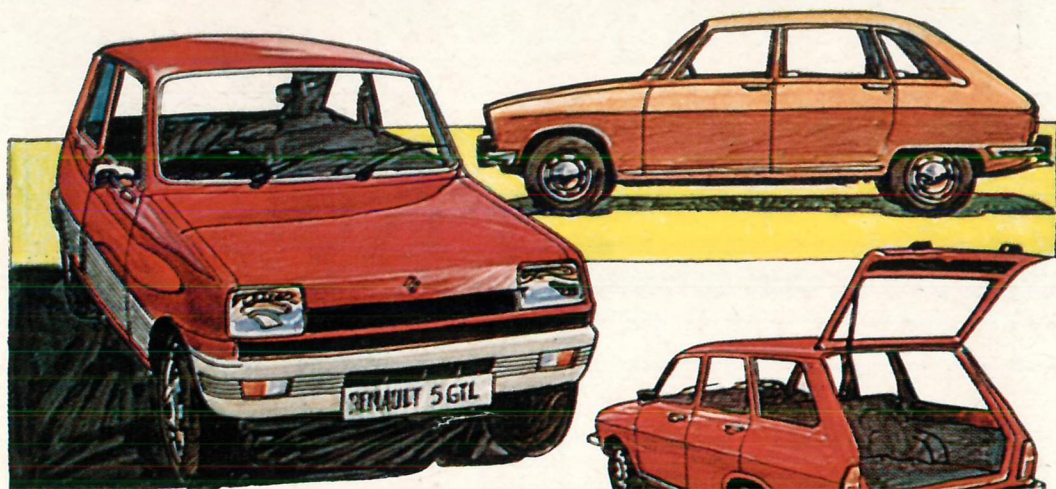
*Beautiful
savings
from—*



Brook Shaw Ltd.

Gibraltar Street, Sheffield S3 8UD. Tel: 29631

RENAULT



FOR YOUR SUPER NEW RENAULT CONTACT:

Britain's Largest Independent Renault Dealer

G.T. Cars

GRANARY HOUSE, 30-46, SUFFOLK ROAD SHEFFIELD, 2. TEL. 21378/9/0

Member of
Granary
Motor Group

